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AOR 2006-31

September 19, 2006

Lawrence H. Norton, Esq. General Counsel Federal Election Commission 999 E Street, N.W. Washington, DC 20463

Re: Advisory Opinion Request

Dear Mr. Norton:

We write on behalf of the Bob Casey for Pennsylvania Committee (the Committee"), pursuant to 2 U.S.C. § 437f, to seek an advisory opinion from the Federal Election Commission regarding the ability of the Committee to accept a rate for television and radio time below the usual and normal commercial charge, despite the Committee's forfeiture of entitlement to the lowest unit charge under 47 U.S.C. § 315(b). Owing to the press of the election year calendar, the Committee requests expedited treatment under 2 U.S.C. § 437f(a)(2).

#### LEGAL BACKGROUND

#### **Lowest Unit Charge**

The Bipartisan Campaign Reform Act of 2002 ("BCRA"), P.L. 107-155, 166 Stat. 81, amended section 315 of the Communications Act of 1934 and its "lowest unit charge" provisions. Prior to BCRA's passage, section 315 required broadcast and cable stations to provide legally qualified candidates for public office, within 45 days of a primary election and 60 days of a general or special election, the "lowest unit charge of the station for the same class and amount of time for the same period." 2 U.S.C. § 315(b)(2) (2002). BCRA retained this requirement, but for candidates for Federal

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office, added a disclaimer requirement that applies to any advertisement that contains a "direct reference to another candidate for the same office." 47 U.S.C. § 315(b)(2)(A) (2006).

The requirement differs for political advertisements broadcast on television and radio. For television:

A candidate meets the requirements of this subparagraph if, in the case of a television broadcast, at the end of such broadcast there appears simultaneously, for a period no less than 4 seconds –

- (i) a clearly identifiable photographic or similar image of the candidate; and
- (ii) a clearly readable printed statement, identifying the candidate and stating that the candidate has approved the broadcast and that the candidate's authorized committee paid for the broadcast.

Id. § 315(b)(2)(C). A candidate who airs an advertisement that contains a direct reference to another candidate, and who does not include the required disclaimer, "shall not be entitled to receive the [lowest unit charge rate] for such broadcast or any other broadcast during any portion of the 45-day and 60-day periods." Id. § 315(b)(2)(B). Thus, a candidate who fails to comply with the requirement loses eligibility for the discounted rates for the remainder of the election period.

The legislative history indicates that Congress intended the lowest unit charge to be unavailable to candidates who did not abide by the disclaimer requirements. Senator Ron Wyden, who introduced the provision as a floor amendment, described the provision as making "clear that to get that lowest unit rate, you have to be held personally accountable." Cong. Rec. S2694 (daily ed. Mar. 22, 2001). Similarly, Senator Susan Collins, the co-sponsor of the amendment, described the provision as requiring that the appropriate disclaimer be included "in order to get the lowest broadcast rate." *Id.* At S2695.

The requirements of section 315 differ in some respects from the disclaimer requirements added to the Federal Election Campaign Act ("the FECA"). Under section 441d, television advertisements paid for or approved by candidates must contain the following disclaimer:

- [A] statement that identifies the candidate and states that the candidate has approved the communication. Such statement –
- (i) shall be conveyed by -
- (I) an unobscured, full-screen view of the candidate making the statement, or
- (II) the candidate in voice-over, accompanied by a clearly identifiable photographic or similar image of the candidate; and
- (ii) shall also appear in writing at the end of the communication in a clearly readable manner with a reasonable degree of color contrast between the background and the printed statement, for a period of at least 4 seconds.

2 U.S.C. § 441d(1)(b) (2006). One difference in the requirements of the Communications Act and the FECA is that the Communications Act requires that the image of the candidate appear at the end of the advertisement along with the written disclaimer, while the FECA permits the image of the candidate to appear anywhere in the advertisement so long as the written disclaimer appears at the end. Another difference is that the Communications Act contains a specific amount of time that the image must appear. The additional requirements of the Communications Act appear to be no accident: as Senator Wyden described the Communications Act amendment, "you must put your name and face at the end of this ad for a few seconds so the people know who is paying for this ad." Cong. Rec. S2694.

The Federal Communications Commission ("FCC") has not promulgated regulations regarding BCRA's amendment to the Communications Act. Neither has the FCC issued any formal rulings or guidance concerning a candidate's failure to meet the requirements of 47 U.S.C. § 315(b)(2)(C).

#### **Corporate Discounts**

The FECA prohibits any corporation from making a "contribution" or an "expenditure" in connection with a Federal election. 2 U.S.C. § 441b(a). The definition of those terms include any gift of money or anything of value for the purpose of influencing a Federal election. See id. § 431(8)(A)(i), (9)(A)(i). The Commission's regulations further specify, "Unless specifically exempted under [Part

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100], the provision of any goods or services without charge or at a charge that is less than the usual and normal charge for such goods or services is" both a contribution and an expenditure. 11 C.F.R. §§ 100.52(d)(1), 100.111(e)(1) (2006).

By advisory opinion, the Commission has affirmed repeatedly that corporations may not provide services to candidates for Federal office at less than the usual and normal charge, even if the discount is provided equally to all candidates. For example, in Advisory Opinion 1996-2, the Commission ruled that an Internet service provider may not provide services to Federal candidates free of charge, because those free services were not "made available in the ordinary course of business, and on the same terms and conditions (e.g., business volume), to the company's other customers that are not political committees or organizations." And in Advisory Opinion 1978-45, the Commission ruled that a discount for billboard advertising given for "civic and political purposes" would constitute an in-kind corporate contribution.

The Commission has twice considered the subject of discounted television time by advisory opinion. In Advisory Opinion 1998-17, the Commission permitted a corporation to provide free cable television air time to Federal candidates, because the cable television station was a press entity, and therefore the activity was exempted from the definition of contribution and expenditure. See 11 C.F.R. §§ 100.73, 100.132. The Commission cautioned that the station must "comply with all applicable provisions of the Communications Act and FCC regulations" and must not "give any preference to any candidate." This advisory opinion was issued before BCRA's amendments to the Communications Act, and the addition of statutory language revoking a candidate's entitlement to the lowest unit charge under certain conditions.

After the passage of BCRA, the Commission was asked to consider whether a broadcaster corporation may permissibly sell advertising at the lowest unit charge to a candidate who is not entitled to it because of a failure to meet the requirements of 47 U.S.C. § 315(b)(2). The Commission found that there was no evidence that there had been a violation of the disclaimer requirements of section 315, and that it therefore need not reach the question. See Advisory Opinion 2004-43. In concurrence, then-Chairman Scott Thomas argued that because of BCRA's amendments to the Communications Act, stations could not legally offer the lowest unit charge to a candidate who was not statutorily entitled to it. Commissioner David Mason, in concurrence, reserved judgment on what rules might apply to inadequate and absent disclaimers. Chairman Michael Toner and Commissioner Bradley Smith, in dissent,

argued that the law permits stations to provide the lowest unit charge to candidates irrespective of whether they meet the disclaimer requirements.

#### **FACTUAL BACKGROUND**

The Committee is the authorized committee of Bob Casey, a candidate for election to the United States Senate from the Commonwealth of Pennsylvania. Mr. Casey's opponent in the general election is Senator Rick Santorum.

On September 12, Senator Santorum and his campaign committee, Santorum 2006, disseminated an advertisement that did not meet the requirements of 47 U.S.C. § 315(b)(2)(C). Specifically, the advertisement – which contains numerous direct references to Mr. Casey – contains an image of Senator Santorum only in the first few seconds; the advertisement in question contains no image of the candidate approving the communication at the end along with the written disclaimer. Thus, there is no image of the candidate appearing "simultaneously" with the written disclaimer, and the image is not at the end of the advertisement as required by 47 U.S.C. § 315(2)(b)(C). (See Attachment A).

Aware that by BCRA's terms Senator Santorum was no longer entitled to the lowest unit charge, no television station, to our knowledge, has refused to provide Santorum 2006 with continued use at that rate. One corporation – KDKA Television, a CBS affiliate – has committed in writing to providing television airtime at the lowest unit charge to candidates no matter their statutory entitlement to that rate. (See Attachment B.)

The Committee would like to take advantage of the station's willingness to provide airtime at the lowest unit charge even for advertisements prepared without regard to the requirements of 47 U.S.C. § 315(b)(2)(C). It is developing for broadcast television advertisements that directly reference Senator Santorum with a variety of different disclaimers. The Committee is working with the following permutations, among others:

An advertisement containing a written disclaimer at the end of the
advertisement but without a simultaneous clearly identifiable image of Mr.
Casey, whose image would appear at the beginning of the advertisement in
conjunction with the aural disclaimer, similar to the Santorum 2006
advertisement referenced above.

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> An advertisement containing all of the required disclaimers under Commission regulations, but all aired entirely at the beginning of the advertisement.

Each of these formats is an attractive option for effective communications that contain clear sponsorship identification integrated less obtrusively into the overall message. The Committee is also considering other methods of including written and aural disclaimers; all options being considered will meet the requirements of 2 U.S.C. § 441d(1)(b) but none will meet the additional requirements of 47 U.S.C. § 315(b)(2)(C).

# QUESTION PRESENTED

Having forfeited eligibility to the lowest unit rate, may the Committee receive the lowest unit charge for television airtime in the circumstances noted above, even if it is no longer statutorily entitled to that rate, without accepting an illegal in-kind contribution from a corporation in the amount of the difference between that rate and the corporation's usual and normal charge for the time sold?

Very truly yours,

Marc E. Elias Ezra W. Reese

Counsel to Bob Casey for Pennsylvania

cc: Chairman Michael E. Toner

Vice Chairman Robert D. Lenhard

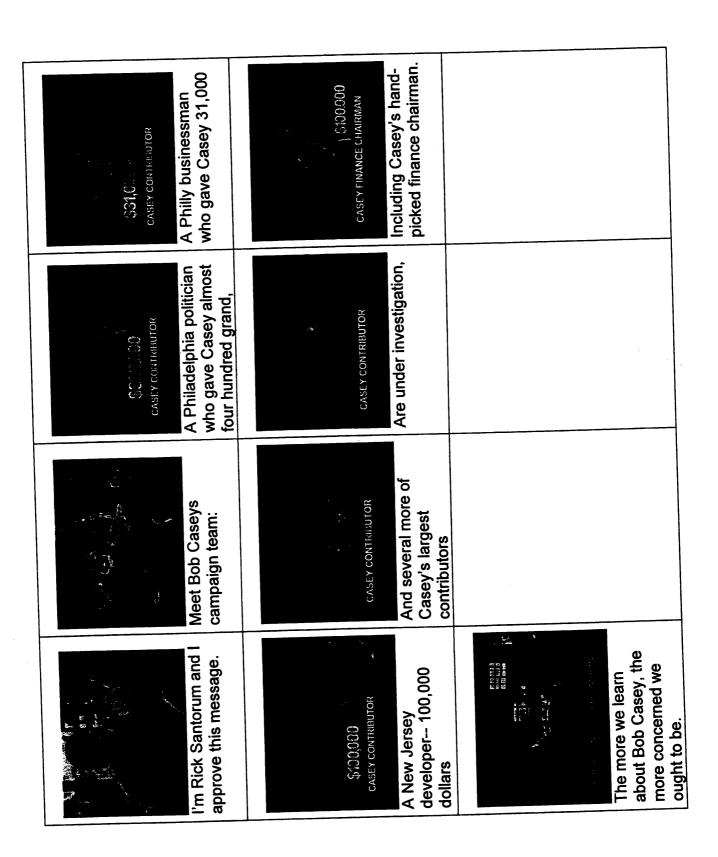
Commissioner David M. Mason

Commissioner Hans A. von Spakovsky

Commissioner Steven T. Walther

Commissioner Ellen L. Weintraub

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# KDKA TELEVISION



ONE GATEWAY CENTER PHTISBURGHL PA 15222 412.575.2200 www.kdka.com

September 15, 2006

Mr. John Brabender 201 South Liberty Street, S.W. Leesburg, VA 21075

Dear John:

Yesterday we wrote to advise you that, because of certain inconsistencies between the form of the disclaimers made in a spot for the Santorum campaign titled "Corner Bar" and the requirements of the Bipartisan Campaign Reform Act (the "Act"), we were "preclude[d] [by the Act] ... from offering you spots at the lowest unit charge for the remainder of the election campaign."

After further consideration, we do not think it is clear that the Act - which states that a candidate causing the broadcast of an ad that does not comply with its disclaimer requirements "shall not be entitled" (emphasis added) to receive the station's lowest unit charge - prohibits a station from continuing to make the lowest unit charge available in its own discretion. Indeed, two FEC Commissioners have expressed the view that stations may do so, while the Commission itself has effectively declined to provide an advisory opinion on the legal issues involved.

In these circumstances, and in order to avoid placing KDKA in the position of adjudicating disputes between candidates, and trying to enforce an ambiguous statute in a way that may have the effect of significantly injecting the station into the political process, we have reconsidered our position.

We will continue to make the station's lowest unit charge available to the Santorum campaign, and sell time to the campaign in accordance with the policies set forth in our political disclosure statement.

Sincerely.

Christopher W. Pike

Vice President and General Manager

Marc E. Elias, Esq. Perkins & Coio 607 Fourteenth Street Washington, D.C. 20005

# HOMETOWN ADVANTAGE

	- FACS	IMILE TRANSA	AITTAL SHEET	4	= 1
TO: Mas	La Elias Tray B	oflmen DA	Connie X	tet for	C. Ruse MCR. EDKA-TV
FAX HUMBER:	-434-	1690	TAL NUMBER OF PAGES:  COVER +  ONE:	2 .	-
PHONE NUMBER:			412-575-	-2279	_
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### KDKA TELEVISION



ONE GATEWAY CENTER PITTSBURGH, PA 15222 412.575.2200 www.kdka.com

September 14, 2006

Mr. John Brabender 201 South Liberty Street, S.W. Leesburg, VA 21075

#### Dear John:

On September 14, we received a complaint from Perkins & Coie, counsel for the Casey campaign, regarding a spot titled "Corner Bar," which has been broadcast on this station on behalf of Senator Santorum.

The complaint states that no picture of Senator Santorum appears simultaneously with the disclaimer at the end of the spot indicating that the announcement is "Authorized and Paid for Santorum 2006." It is the contention of Perkins & Coie that this disqualifies Senator Santorum from purchasing time on KDKA at the station's lowest unit charge for the remainder of the campaign.

We have verified that the description of this announcement by the Casey campaign is accurate. The spot accordingly does not appear to comply with the certification requirement of Section 315 (b) of the Communications Act, which states in relevant part as follows:

A candidate meets the [certification] requirements . . . if, in the case of a television broadcast, at the end of such broadcast there appears simultaneously, for a period no less than 4 seconds-

- (i) a clearly identifiable photographic or similar image of the
- candidate; and

  (ii) a clearly readable printed statement, identifying the candidate
  and stating that the candidate has approved the broadcast and that the
  candidate's authorized committee paid for the broadcast.

A copy of the full statute is attached for your reference.

We believe that the Casey campaign is correct that, because you have caused an announcement to be broadcast that does not comply with the above requirements, the law precludes us from offering you spots at the lowest unit charge for the remainder of the election campaign. In this regard, we call your attention to Paragraph VIII of KDKA's Political Disclosure Statement, which states the following:

The Bipartisan Campaign Reform Act of 2002 (the "BCRA") adopted new requirements that federal candidates must meet in order to maintain their eligibility to purchase time at the lowest unit charge . . . .

CBS TELEVISION

#### KDKA TELEVISION



ONE GATEWAY CENTER PHYSEURGH, PA 15222 412,575,2200 www.kdka.com

September 14, 2006 Mr. John Brabender Page 2

The BCRA provides that, in order to qualify for lowest unit charge, <u>federal</u> candidates must provide a certification that their announcements will not refer to another candidate for the same office, unless any announcement that does mention an opponent includes at the end of such announcement, simultaneously and for a period of at least four seconds, (i) a clearly identifiable picture of the sponsoring candidate; and (ii) a clearly readable printed statement identifying the sponsoring candidate, and stating that the sponsoring candidate has approved the broadcast and that the candidate's authorized committee has paid for the broadcast. If a candidate fails to comply with the above requirements, the candidate will be incligible for LUC during the remainder of that political period.

It is the <u>candidate's</u> responsibility to comply with these provisions of the BCRA. The station will endeavor to collect the necessary certification from federal candidates at the time of initial purchase, but assumes no responsibility in this regard. Likewise, the station will <u>not</u> review candidate spots for compliance with the above requirements.

In accordance with the BCRA, for any purchases you make on behalf of the Santorum campaign for the remainder of the election period, you have the option of (i) paying the non-preemptible rate, in which case you will receive the same assurance against preemption as other candidates paying that rate, or (ii) purchasing preemptible time at any rate at or above the second lowest rate in the program or daypart, without entitlement to a credit or rebate if a lower-priced preemptible spot clears.

We emphasize that KDKA is acting on the demand of counsel for the Casey campaign and in accordance with the requirements of federal law. If you have any questions in this regard, please call the station's lawyer, Howard Jaeckel, at 212-975-4099.

Sincerely.

Christopher W. Pike

Vice President and General Manager

cc: Marc E. Elias, Esq.
Perkins & Coie
607 Fourteenth Street, N.W.
Washington, D.C. 20005

CBS TELEVISION

To: Marc		From: Josh
Fax:		Pages: 1
Phone:		Date: 9 2 c 1 0 6
□ Urgent	C For Review	☐ Please Comment ☐ Please Reply
• Comments:	Koka	Political Doctore Statement

#### WWW.BOBCASEYFORPA.COM

Printed in House, Volunteer Labor

Philadelphia: PO Box 22469, Philacelphia, PA 12:10 Phone: 215-557-4:90

Fax: 215-567-4191

Scranton PO Box 1063, Scranton, PA 16509 Phone: 570-244-3509 Fax: 570-344-8510

Pittsburgh: PO 2gx 2531", Fiasourgh, PA 15220 Phone: 412-444-0177. Fax: 412-444-0176

Contributions or gifts to the Box Casey for Pennsylvania Committee are not tax deductible.

Paid for by the Bob Casey for Fennsylvania Committee



Please find attached an amendment to our political disclosure statement, which reflects this station's policy concerning certain disclaimer requirements applicable to federal candidates under the Bipartisan Campaign Reform Act of 2002.

Sincerely, Lonnie Stetz Political Specialist KDKA & WPCW TV, PGH.PA. 9/20/06

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Please note the following amendment to the Station's Political Disclosure Statement, which concerns certain disclaimers required by the Bipartisan Campaign Reform Act of 2002.

VIII. Eligibility for Lowest Unit Rate - Certification and Disclaimer Requirements of the Bipartisan Campaign Reform Act of 2002.

During the 45 days prior to a primary or the 60 days prior to a general election (a "political period"), candidates are entitled, under Section 315 of the federal Communications Act, to buy time at the station's "lowest unit charge" ("LUC") for the amount and class of time in question, provided that the announcements or programs purchased constitute a "use" as defined above.

The Bipartisan Campaign Reform Act of 2002 (the "BCRA") adopted new requirements that federal candidates must meet in order to be "entitled" to purchase time at the lowest unit charge. (These requirements do <u>not</u> apply to state and local candidates.)

The BCRA provides that, in order to be entitled to lowest unit charge, <u>federal</u> candidates must provide a certification that their announcements will not refer to another candidate for the same office, unless any announcement that does mention an opponent includes at the end of such announcement, simultaneously and for a period of at least four seconds, (i) a clearly identifiable picture of the sponsoring candidate; and (ii) a clearly readable printed statement identifying the sponsoring candidate, and stating that the sponsoring candidate has approved the broadcast and that the candidate's authorized committee has paid for the broadcast. The Act states that a candidate failing to comply with these requirements will not be "entitled" to LUC during the remainder of that political period.

It is the <u>candidate's</u> responsibility to comply with these provisions of the BCRA. The station will endeavor to collect the necessary certification from federal candidates at the time of initial purchase, but assumes no responsibility in this regard. Likewise, the station will <u>not</u> review candidate spots for compliance with the above requirements.

It is not presently clear whether a station may, as a matter of its own discretion, continue to afford the lowest unit charge to a candidate who has caused the broadcast of an ad that does not comply with the above disclaimer requirements. Pending further guidance from the Federal Election Commission or the Federal Communications Commission, the Station will continue to afford the lowest unit rate to candidates in these circumstances.

Political Disclosure Statement, KDKA-TV (CBS) Pittsburgh, Pennsylvania. General Election 11/7/06

Station Group, a unit of VIACOM INC., enjoys a respected position in the market for its news, local programming, and community service and ratings performance.

Rates will be submitted weekly (or will be designated as to how long the rates will be in effect).

All Political inquiries are to go to the political specialist

Political Specialist:

**Lonnie Stetz** 

412-575-2279 (work)

Email= stetz@kdka.com

Home # (in emcrgencies) 412-931-1141

Political Back-Up:

Joanne Patterson

412-575-2425 (work)

Email= jpatterson@kdka.com

KDKA-TV Sales Fax Number:

Traffic Fax Number:

412-575-2276 412-575-3272

(KDKA-TV)

General Sales Mgr. Local Sales Mgr.

412-575-2270 Chris Cotugno 412-575-2429 **Howard Affinito** 

Bob Schoeppner

<u>412-575-2272</u>

Operations Mgr.

Ken Arnold

412-575-3293 412-575-2283

Traffic Director: Universal traffic email

Art Wells kdkatvtraffic@kdka.com

Traffic fax number

412-575-3272

- 1. KDKA-TV will be accepting political advertising on election day, Tuesday 11/7/06 till 7pm..
- 2. All programs listed are subject to availability at time of purchase.
- 3. Candidates may elect to purchase at either pre-emptible or at non-pre-emptible rates, as fully described in Section IV of the KDKA-TV political disclosure statement.
- 4. Non-prime time periods offered are sold on a horizontal and vertical rotating basis. Broader Daypart rotations are available and will be quoted upon request.
- 5. All rates for announcements are gross rates subject to 15% commission.
- 6. All rates are estimates and are subject to change.
- Other program lengths are available upon request.
- 8. Payment procedures can be found at the end of the disclosure statement.

Please refer to KDKA-TV's Political Broadcast rate disclosure statement for a complete description of selling practices.

# KDKA-TV POLITICAL BROADCAST RATE DISCLOSURE STATEMENT Pennsylvania, General Election 11/7/06

The following sets forth the policies and practices of KDKA-TV regarding the sale of time to candidates for public office.

#### I. Policy Applies to Candidate Purchases

These policies apply only to time purchased by candidates; that is, announcements or programs sponsored or approved by a legally qualified candidate for public office or the candidate's Authorized campaign committee which promotes the candidate's campaign for election. These policies are not applicable to material provided by independent political action committees, to schedules not sponsored or approved by a legally qualified candidate, or to non-candidate "issue" advertising.

In addition, only announcements or programs which constitute a "use" by a legally-qualified candidate for public office -- i.e., in which the candidate personally appears by voice or picture -- are entitled to the "lowest unit charge" under Section 315 of the Communications Act, as described in this Disclosure Statement.

#### II. Reasonable Access

All legally qualified federal candidates are entitled to reasonable access to the station's facilities for the purchase of time during an election campaign. While the station retains the ultimate discretion to determine the amount and location of time sold to meet the needs of federal candidates, the station will consider any such requests in light of all relevant circumstances applicable to the candidate and the station. The station reserves the right to determine the non-federal offices for which it will sell time, and to limit the amount of time it will sell to candidates for such offices, consistent with the "equal opportunities" provision of Section 315 of the Communications

#### III. Rotations

KDKA-TV sells advertising time in a number of different programs and daypart rotations. The most commonly purchased, and the most favorably priced, programs and daypart rotations are shown on the rate schedule attached to this disclosure statement. Spots may also be purchased with different day or daypart rotations than those specified here, at rates that are available on request. Spots may also be purchased in orbits, by which the purchaser is assured of spots airing in specified programs on dates to be determined by the station; information and rates concerning orbit purchases are available on request. In addition, spots are available in packages to air both on KDKA-TV and its sister station WNPA-TV, Pittsburgh; information and package rates are available on request.

In accordance with the station's regular business practice, "swing breaks" between programs may be assigned to either program regardless of the clock hour into which the break falls. For example, the 9:58 PM break on Tuesday night is assigned to Judging Amy (10-11pm), and commercial and political advertisers purchasing that program may appear in the 9:58 PM break. Information as to swing break assignments is available on request.

The attached rate schedule represents the station's rates for 30 second spots. Rates for spot announcements of other lengths (e.g., 10, 15 or 60 seconds) are

available on request. Candidate requests to purchase program length time periods will be considered on an individual basis.

#### IV. Classes of Time

(A) Non-Preemptible. KDKA-TV offers a special class of candidate-only non-preemptible time at a discount from its "Effective Selling Level." Spots purchased at these rates will not be preempted except in the event of program cancellation, or due to other events beyond our control. (As described in more detail in Section IV.B below, the station will provide its best good faith estimate of the likelihood of clearance of spots purchased at various preemptible rates on request.)

Candidates purchasing the special class of non-preemptible time described in this Section IV.A will not receive a rebate or credit in the event a lower-priced preemptible spot clears for an advertiser ordering the same program or daypart rotation. However, in the event of a decline in the station's "Effective Selling Level," as reflected by lower-priced sales after the time of the candidate's purchase, candidates who have purchased this class of time will receive a credit or rebate so as to ensure that they have, in fact, received a discount from such "Effective Selling Level." The attached rate schedule shows for the indicated weeks the station's estimated rates for candidate-only non-preemptible time. These rates are only estimates. They are subject to change until a candidate purchases a non-preemptible spot in the program or rotation in question.

commercial advertisers who purchase non-preemptible time at rates significantly exceeding the candidate-only non-preemptible rates discussed in Section IV.(A) above, almost all advertisers buying time on KDKA-TV purchase preemptible announcements. Preemptible spots may be preempted with no prior notice to accommodate any other advertiser willing to pay a higher rate. Although the price paid by an advertiser for an already-scheduled spot will normally not be the only factor in determining which of the spots scheduled in a particular program or daypart rotation will be preempted to accommodate such a higher paying advertiser, a political spot will only be preempted if it is the lowest-priced spot scheduled in the program or daypart rotation in question. If a candidate's preemptible spot is preempted, we will offer a make-good or make-goods of comparable value prior to the election, subject to the availability of inventory, unless the candidate requests a refund or credit instead.

The attached rate schedule shows for the indicated weeks our current best estimate of the "Effective Selling Level" which will be quoted to commercial advertisers during the period in question. The "Effective Selling Level" is the minimum current rate that is then being quoted to commercial advertisers for the time period in question, and fluctuates with marketplace demand. Interested candidates should inquire as to the current Effective Selling Level at the time they place their order. We emphasize that the actual rate levels needed to clear a preemptible spot at any given time will be determined on the basis of market conditions, in accordance with normal business practice.

The attached rate schedule also shows for the indicated weeks the lowest rates thus far sold for preemptible spots for our most commonly purchased programs or daypart rotations, or our best estimates of such lowest rates. These rates are subject to change on a weekly basis in accordance with normal business practice, and also may change in the event that the spot establishing the lowest rate is preempted to accommodate a higher-priced spot. We will provide updated lowest rate information and estimates on request. The clearance potential of a preemptible spot purchased at lowest rates will fluctuate with market demand. Our best estimate of the clearance likelihood of a spot

purchased at the lowest rates is available on request. We emphasize that, in all cases, our statements as to the likelihood of clearance of a spot purchased at a particular price can only be good-faith estimates. The actual rate levels needed to clear at any given time will be determined on the basis of market conditions in accordance with normal business practices.

Candidates may, of course, purchase preemptible spots at prevailing lowest rates. They may also purchase preemptible spots at the "Effective Selling Level," or at rates above or below the Effective Selling Level which will, respectively, lower or raise the risk of preemption. In this regard, we note that candidates may purchase preemptible time at rates above the non-preemptible candidate rates discussed in Section IV. (A) above. We emphasize that spots purchased at the high end of the range of preemptible rates will be broadcast in the overwhelming majority of cases, although clearance is not quaranteed. Regardless of the rate paid by a candidate for a preemptible spot, the candidate will always receive a rebate or credit, at the candidate's option, if a lower priced preemptible spot clears for an advertiser ordering the same program or daypart rotation.

basis (also known as "direct response") buy broad rotations (e.g., M-F 5-6am, 6-9am, 9a-4pm, 4p-8p, 1237am-2:05am, 2:05am-5am, Sat/Sun 8a-12n, 12p-6pm ) with the understanding that their announcements will be scheduled and broadcast only if inventory is available shortly before airtime. Unlike regular commercial announcements, makegoods are not provided for as-available announcements which do not air. Lowest rates for as-available announcements, and our best estimate as to clearance potential at such rates, will be provided on request. Actual clearance at any given time will depend solely on market conditions, in accordance with normal business practice. Candidates may choose to pay a higher rate for as-available time to improve the chances of clearing. Regardless of the rate paid by a candidate for an as-available spot, the candidate will always receive a rebate if a lower priced as-available spot clears for the same rotation.

#### V. News Programming

All newscasts are eligible for purchase on KDKA-TV. This means your spot may run within as well as in the adjacencies as is the case with non-political advertisers.

#### VI. Audience Deficiency Makegoods.

The station provides make-goods to certain commercial advertisers, generally at the end of a scheduled flight of announcements, if the audience delivered for the advertiser's schedule is substantially below a level specified at the time of the purchase. Interested political advertisers should inquire at the time of purchase as to the audience delivery guarantees to which they may be entitled. We emphasize that a political advertiser's statement, in an order, or otherwise, as to the audience delivery that the advertiser expects to be achieved by the schedule will not be binding on the station, absent its express agreement to such audience delivery guarantees. No audience deficiency make goods will be provided unless the subject of audience guarantees has been expressly discussed between the political advertiser and the Station when the purchase is made. Should a political advertiser subsequently conclude that his schedule has not delivered the audience levels established at the time of purchase, the advertiser should notify the station and submit a supporting "post"analysis.

As with commercial advertisers, the provision of such makegoods will be subject to inventory availability. If requested audience deficiency makegoods cannot be provided before the election due to lack of available inventory or for any other reason, the political advertiser will receive either a makegood in a subsequent election or a rebate on a pro rata basis.

#### VII. Competitive Separation

The station will endeavor to schedule political announcements so that spots for competing candidates for the same office or nomination do not appear back-to-back in the same commercial "pod." The station does not, however, guarantee such separation.

#### VIII. Sponsorship Identification

All commercials must contain adequate video sponsorship identification in which the letters equal at least four percent of the vertical picture height and remain on the screen for at least four seconds. Should candidate spots not contain the proper identification, the station reserves the right to add the appropriate material at the candidate's expense.

# IX. Eligibility for Lowest Unit Rate - Certification and Disclaimer Requirements of the Bipartisan Campaign Reform Act of 2002.

During the 45 days prior to a primary or the 60 days prior to a general election (a "political period"), candidates are entitled, under Section 315 of the federal Communications Act, to buy time at the station's "lowest unit charge" ("LUC") for the amount and class of time in question, provided that the announcements or programs purchased constitute a "use" as defined above.

The Bipartisan Campaign Reform Act of 2002 (the "BCRA") adopted new requirements that <u>federal</u> candidates must meet in order to maintain their eligibility to purchase time at the lowest unit charge. (These requirements do <u>not</u> apply to state and local candidates.)

The BCRA provides that, in order to qualify for lowest unit charge, federal candidates must provide a certification that their announcements will not refer to another candidate for the same office, unless any announcement that does mention an opponent includes at the end of such announcement, simultaneously and for a period of at least four seconds, (i) a clearly identifiable picture of the sponsoring candidate; and (ii) a clearly readable printed statement identifying the sponsoring candidate, and stating that the sponsoring candidate has approved the broadcast and that the candidate's authorized committee has paid for the broadcast. If a candidate fails to comply with the above requirements, the candidate will be ineligible for LUC during the remainder of that political period.

It is the <u>candidate's</u> responsibility to comply with these provisions of the BCRA. The station will endeavor to collect the necessary certification from federal candidates at the time of initial purchase, but assumes no responsibility in this regard. Likewise, the station will <u>not</u> review candidate spots for compliance with the above requirements. In the event that the station subsequently receives a complaint alleging that these requirements of the BCRA have not been adhered to, the station will then make a good faith determination as to the candidate's compliance. In the event that station concludes that the above provisions of the BCRA have not been met, it will then be obliged, in accordance with the statute, to deny LUC to the candidate in question for the rest of that political period. Such candidates will be given the option of (i) paying the non-preemptible rate, in which case the

candidate would receive the same assurance against preemption as other candidates paying that rate, or (ii) purchasing preemptible time at any rate at or above the second lowest rate in the program or daypart, without
entitlement to a credit or rebate if a lower-priced preemptible spot clears.

# X. <u>Time Purchased Prior to "Lowest Unit Charge" Period or Not Constituting a Candidate "Use."</u>

As noted above, candidates are entitled to buy time at the station's "lowest unit charge" for the amount and class of time in question during a political period, provided that the announcements or programs purchased constitute a "use" and, as to federal candidates, comply with the certification and disclaimer requirements of the BCRA (see Paragraph IX).

Stations are not required to sell time to candidates at such "lowest unit rates" prior to the "lowest unit charge" period or for spots or programs which do not constitute a "use"; however, broadcast stations are required by the Communications Act to charge no more for such purchases of time on behalf of legally qualified candidates for office than they would charge commercial advertisers for "comparable use" of the station. "Comparable" rates for the attached dayparts and rotations (and others), based on the rates charged commercial advertisers purchasing time on the same basis, are available upon request.

Candidates purchasing preemptible time outside the lowest unit charge period (or for a non-"use") will be quoted the prevailing rate then being quoted to commercial advertisers buying time in the same program or rotation. While the prevailing rates thus quoted would ordinarily be expected to clear, we emphasize that, consistent with the practices described in Section IV.(B) above, preemptible spots purchased by a candidate will be subject to preemption by higher-priced spots, provided that the political spot is the lowest-priced spot in the program or daypart rotation in question. Candidates may, of course, choose to pay a higher rate than the prevailing rate quoted by the Station in order to reduce the risk of preemption. However, because candidates purchasing time outside a "lowest unit charge" period (or for a non-"use") are entitled only to "comparable" rather than "lowest unit" rates, a candidate purchasing time on a preemptible (or "as available") basis will not receive a rebate if a lower priced preemptible (or "as available") spot clears for an advertiser ordering the same program or rotation.

Some advertisers may receive discounted rates based on the volume of spots or combination of spots purchased, and such discounts are also available to candidates purchasing time on the same basis outside a lowest unit charge period or for a non-"use." Information as to such discounted rates, which are subject to the station's normal preemption policies, is available on request.

The sales policies in this disclosure statement are generally applicable before, as well as during, the appropriate "lowest unit charge" period, except that, as previously noted, candidates purchasing time outside of the "lowest unit charge" period are entitled to "comparable" rather than lowest unit rates.

#### XI. Payment and Submission of Materials

Candidate spots will not be broadcast until all of the following have been received or satisfied.

1. Where the purchase is made by a corporation, committee, association, or other unincorporated group, a list of the entity's chief executive officers, members of the executive committee or the board of directors.

- 2. Where doubt exists, satisfactory proof that the candidate is "legally qualified" as that term is defined by the FCC.
- 3. Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate and that the spot or programming is sponsored or approved by the candidate's authorized campaign committee.
- 4. Commercial materials (tape, film, slides, or copy), along with written instructions for their use, should be submitted to the station as soon as possible to insure proper airing. We request that all such materials be submitted at least 48 hours in advance of broadcast. For commercials expected to air on a given Monday, materials must be delivered on the previous Friday no later than 2:00pm with the exception of the last weekend of a given election. You will receive a letter during the last week of the election with specific instructions on material deadlines and trafficking for that weekend. KDKA-TV does not accept spot delivery by mail, in person or electronically on Saturdays or Sundays. All instructions for airing of commercial materials should be in writing. Changes to these instructions should be in writing to the station (by letter, e-mail, TWX, KWX, FAX, or telegram) prior to the changes being made.
  - 5. All orders are subject to cancellation by KDKA-TV if payment has not been received 14 days in advance of broadcast date in the case of a state or local candidate, or seven days in advance of broadcast date in the case of a federal candidate. Where advance payment is made, such payment will be non-refundable where an order is canceled less than 14 days in advance of scheduled broadcast, in the case of a state or local candidate, or less than seven days in advance of scheduled broadcast by a federal candidate, except to the extent that, and insofar as, the station is able to resell the ordered time for a total amount equal to or greater than the rates paid by the candidate for the time in question. In no case will spots air unless payment has been received in advance of broadcast.

Payment must be made by certified check, wire transfer or cash, except where (i) payment is made by non-certified check in accordance with the 14 or seven day periods specified above, or sufficiently in advance of broadcast so as to ensure clearance of funds prior to air date, or (ii) the candidate's advertising agency guarantees the payment of all costs.

The failure of a political advertiser to fulfill all requirements in advance of scheduled broadcast may result in cancellation of some or all announcements or programs previously scheduled.

# Payment Procedures for KDKA-TV, Pittsburgh, Pa.

#### Payment Procedures:

- 1. Payment must be received in advance for each week's entire schedule. For other Pre-Payment requirements see disclosure statement.
- You may pay by check or wire money. Please follow instructions carefully so wires are applied properly.

Payment by check: Separate checks must be issued for KDKA and or WPCW-TV.

Wiring Information : (same bank & broadcast account numbers for KDKA & WPCW)

You must send SEPARATE WIRES FOR EACH STATION.

Chase Manhattan ABA # 021000021 Broadcast account # # 323-178146

Please identify the candidate and agency when wiring.

Send to following locations: KDKA-TV RC-1201 WPCW-TV RC-8201

Once the wire has been confirmed at your end please fax the confirmation to the station, for submission to accounting to expedite your order. There can be a day or two delay at our end from the bank that the wire was received.

# CASE SEVALE

www.bobcaseyforpa.com

To: Marc		From: Josh
Fax:		Pages:
Phone:		Date: 9/20/06
Ci Urgent	☐ For Review	☐ Please Comment ☐ Please Reply
<ul><li>Comments:</li></ul>	WTAE	

#### WWW.BOBCASEYFORPA.COM

Printed in House, Volunteer Labor

Philadelphia: PO Sox 22469, Philadeichia, PA 19110 Phone: 215-567-4190 Fax: 215-567-419: Scranton: PO Box 1053, Scranton, PA 18509 Phone: 570-344-8510 Fax: 570-344-8510 Pinsburgh: PO Box 25211, Pinsburgh, FA 15230 Phone: 412-444-0171 Fax: 412-444-0178

Contributions or gifts to the Sch Casey for Pennsylvania Committee are not tax deductible.

Paid for by the Bob Casey for Pennsylvania Committee



Alt. Order #

#### CONTRACT

TAET thepitisburghchannel.com

WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

Mentzer Media Services

Towson, MD 21286

600 Fairmont Ave, Suita 306

Contract / Revision 07387303 203663 E\$1. # Product Advertiser SOFTER VOICES/R Softer Voices

Original Date / Revision Contract Dates / 09/20/06 09/20/06 09/21/06-09/27/06 Cash/Trade Billing Cycle Billing Calendar Cash Broadcast **EOMEOC** reviewed by lawiers pali 412-244-4669 Sales Office Account Executive Station Eagle-Philadelp WTAE Mary Tricoli Special Handling

Product Code IDB# Advertiser Code 1021 6087

**Totals** Spots/ Dollars Rate Type Spots Start/End Time Weekdays Length Week Line Ch Start Date End Date Description NM :30 6-6:30am 6-6:30am News 09/22/06 WTAI09/22/06 Spots/Week Rate S500 <u>Weekdays</u> Start Date End Date 09/24/06 \$500 Week: 09/18/06 NM 1 :30 6:30-7am 6:30-7am news WTAI09/22/06 09/22/06 <u>Rate</u> Spots/Week Weekdays End Date Start Date \$500 S475 19/24/06 Week: 09/18/06 1 NM :30 7-9am Good Morning America 09/22/06 WTAI09/22/06 Rate Spots/Week **Weekdays** End Date Start Date \$475 09/24/06 \$350 Week: 09/18/06 1 :30 NM 9-10am Live with Regis & Ke 09/22/06 WTA109/22/06 Spots/Week Rate Weekdays Start Date End Date 5350 09/24/06 \$700 Week: 09/18/06 1 NM 1:00 10-11am 09/22/06 Rachel Ray WTAI09/22/08 Rate Weekdays Spots/Week End Date Start Date \$700 \_\_\_F\_\_ 09/24/06 **\$700** Week: 09/18/05 NM 1 1:00 11am-noon The View 09/22/06 WTAI 09/22/06 Spats/Week <u>Rale</u> End Date Weekdays Start Dale \$700 09/24/08 \$550 Week: 09/18/06 NM 1:00 12-12:30pm WTAE Noon News WTAI09/22/06 09/22/06 Spots/Week Rate Weekdays End Date Start Date \$550 Week: 09/18/06 09/24/06 -F--\$1,800 NM 1:00 4-5pm 09/22/06 Oprah WTAI09/22/06 Rate Spots/Week End Date **Weekdays** Start Date \$1,800 09/24/06 \$900 Week 09/18/06 NM :30 4-5pm Oprah n9/22/06 WTAI09/22/08 Spots/Week Rate Weekdays End Date Start Date \$900 09/24/06 \$1,600 Week 09/18/06 NM 1:00 5-5:30pm M-F 5-5:30pm News 10 WTAI09/21/06 09/22/06 Rate Spots/Week Weekdays End Date Start Date \$1,600 \$2,400 Week: 09/18/06 09/24/06 NM 1:00 M-Su 11-11:35pm M-Sun 11pm News WTAI 09/24/06 09/24/06 Rate Spots/Week **Weekdays** End Date Start Date \$2,400 09/24/06 --5 \$1,000 Week: 09/18/06 NM 1:00 10:30-11:30am This Week With Georg 09/24/06 E 12 WTAI09/24/06 Spots/Week Rate End Date Weekdays Start Dale \$1,000 09/24/06 \$1,000 NM 1 Week: 09/18/06 1:00 6-6:30am 6-6:30am News 13 WTAI 09/25/06 09/27/06 Spots/Week Rate End Date Weekdays Start Date \$1,000 \$2,000 MTW-Week: 09/25/06 10/01/06 NM 2 1:00 6:30-7am 6:30-7am news E 14 WTA109/25/06 09/26/06

(Line Transactions: N = New, E = Edited, D = Deleted)

(LING | FORSACTIONS: IN = INEW, IC = EXHIBID, ID = LICIEDED)

Withstanding to whom bills are rendored, advertiser, agency and service, jointly and severally, shall remain obliqued to pay to station the amount of any bills rendered by station with not be bound by conditions, printed or symmet in this is received by station. Poyment by advertiser to agency or to service or payment by advertiser by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or payment by advertiser to agency or to service or payment by advertiser and conditions. Four weeks advance cancellation notice is required unless otherwise therwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. rvise, on contracts, le

WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

		AIL Order # 07387303
Advertiser Softer Vaices	Product SOFTER VOICES/R	Est.#
Contract Dates 09/21/06	Original Date / Revision 09/20/06 / 09/20/0	16

(alsometers)					
		Spots/		Total:	-
and the Fed Date Description	Start/End Time V	Weekdays Length Week	Rate Type Sp	ots	Dollars
ine Ch Start Date End Date Description  Start Date End Date Weekdays Spots/Week	Rate				
Veek: 09/25/06 10/01/06 NT 2	\$1,000 6:30-7am	:30	NM	1	\$500
15 WTAI09/25/06 09/27/06 6:30-7 am news Start Date End Date Weekdays Spots/Week	Rale				
Mark: 09/25/06 10/01/06 MTW 1	\$500	1:00	NM	2	\$1,900
16 WTAI09/25/06 09/27/06 Good Morning America Stort Date End Date Weekdays Spots/Week	<b>7-9a</b> m <u>Rate</u>				
Week: 09/25/06 10/01/06 M-W 2	\$950	:30	NM	1	\$475
17 WTAI 09/26/06 09/26/06 Good Morning America	<b>7-9am</b> <u>Rate</u>		1		
Week: 09/25/06 10/01/06 -T 1	\$475	1:00	NM	1	\$700
18 WTAI 09/25/06 09/26/06 Live with Regis & Ke	9-10am Rate				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weak</u> Week: 09/25/06 10/01/06 MT 1	\$700	1:00	NM	2	\$1,400
19 WTAI09/25/06 09/26/06 Rachel Ray	10-11am Rate	1,00	l l		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/25/06 10/01/06 MT 2	\$700	:30	NM	1	\$350
20 WTAI09/27/06 09/27/06 Rachel Ray	10-11am Rate	-30			
Slart Date End Data Weekdays Spots/Week Week: 09/25/06 10/01/06W	\$350	1:00	NM	2	\$1,400
21 WTAI09/25/06 09/27/06 The View	11am-noon : Rate	1:00			
Start Date End Date Weekdays Spots/Week Week: 09/25/06 10/01/06 M-W	\$700		NM	1	\$350
22 WTAI 09/26/06 09/26/06 The View	11am-noon Rale	:30			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 09/25/06 10/01/06 -T-	\$350		NM	1	\$275
= 23 WTAI09/25/06 09/26/06 WTAE Noon News	12-12:30pm k Rate	:30	[	·	
<u>Start Date End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/25/06 10/01/06 MT	1 \$275		NM	2	\$3,600
no Assessment operation Operation	4-5pm	1:00 ·		- ,	
Clark Data End Date Weekdays Spuisives	<u>k Rate</u> 2 \$1,800		NM	1	\$900
Week: 09/25/06 109/25/06 Oprah	4-5pm	:30	Mint	•	40_0
Start Date End Date Weekdays Spots Week	<u>k Rate</u> 1 \$900		294	1	5800
WEEK 09/25/06 09/26/08 5-8pm News M-F	5-6pm	:30	MM	1	4000
Start Date End Date Weekdays Spots/Wee Week: 09/25/06 Tu/01/06 MT	sk Rate T \$800		NM	1	\$2,400
E 27 WTAI 09/25/06 09/26/06 M-Sun 11pm News	M-Su 11-11:35pn	1:00	Nint	•	<b>424</b> .55
Start Date End Date Weakdays Spots/Wer Week: 09/25/08 10/01/08 MT	ek <u>Rate</u> 1 \$2,400				\$29,525
Trees, out and			Totals	32	<b>\$</b> £5,3£3

**Net Dollars Gross Dollars** # of Spots Time Period \$9,753.75 \$11,475.00 12 08/28/06 -09/24/06 \$15,342.50 \$18,050.00 20 09/25/06 -09/27/06 \$25,096.25 \$29,525.00 32 Totals

(Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bits are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stollor the amount of any bits rendered by stallor, station with not be bound by conditions, printed or payment in £5 is received by stallor. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to stallor. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to stallor. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to stallor. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to stallor. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to stallor. Payment by advertiser to agency or to service or payment by agency to service.

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#### CONTRACT



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

**1**:

**Great American Media** 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re 193519	vision /	Alt. Order # 07379672	
Advertiser Democratic Senatorial	Product Cz DSCC-2006	PA	Est.#	
Contract Dates 10/10/06-10/16/06	Original Date 08/17/06	e / Revision / 08/25/0		
	Billing Cycle EOWEOC	Billing Cal Broadcast		Cash/Trade Cash
	Stallon WTAE	Account E Mary Trice		Sales Office Eagle-Philadelp
	Special Har	ndling		
	IDB#	Advertise DSCC	r Code	Product Code

		Spots/		Tota	<u>ls</u>
	Start/End Time Weekdays Le		Rate Type Spe	ots	Dollars
Line Ch Start Date End Date Description	5:30-6am	:30	NM	3	\$900
1 WTAI 10/10/06 10/13/06 5:30-Barn News	5:30-barn Rate		1		
Start Date Lite Date	\$300 .			_	
Week Infosoo In 1949	5-5:30am	:30	NM	3	\$600
2 WTA 10/10/06 10/13/08 5-5:30am news Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/09/06 10/15/06 -TW-F 3	\$200	:30	NM	3	\$1,500
3 WTAI 10/10/06 10/13/06 6-6:30am News	6-6:30am Rate	.30			
Start Date End Date Weekdays Spois/Week	\$500				
Week turbardo ta ta da	11:35pm-1205am	:30	NM	3	\$1,500
4 WTAI 10/10/06 10/13/06 Nightline Start Date End Date Weekdays Spots/Week	Rate	*	İ		
Start Date         End Date         Weakdays         Spots/Week           Week: 10/09/06         10/15/06         -T-TF         3	\$500		NM	2	\$1,000
5 WTAI 10/10/06 10/12/06 Good Morning America	7-9am	:30	T I I	_	<b>\$ 1,0</b>
Start Date End Date Weakdays Spots/Week	<u>Rale</u> \$500				
Week: 10/09/06 10/13/06 -1-1-1	9-10am	:30	NM	2	\$600
6 WTAI 10/10/08 10/12/06 Live with Regis & Ke	9-10am Rate	,			
<u>Start Date</u> End Date Weekdays Spots/Week  Week: 10/09/06 10/15/08 -T-T 2	\$300			_	\$700
7 WTAI 10/10/06 10/12/06 WTAE Noon News	12-12:30pm	:30	MM	2	\$100
Start Dale End Date Weekdays Spots/Week	Rate				
Week: 10/09/06 10/15/06 -T-T 2	\$350	:30	NM	1	\$225
E 8 WTAI 10/10/06 10/10/06 Access Hollywood	12:30-1pm Rate				•
Start Date End Date Weekdays Spots/Week	\$225				
Weak: 10/03/00 To tard	M-F 1-4pm	:30	NM	1	\$250
9 WTAI 10/10/06 10/10/06 ABC Scaps Rotator Start Date End Date Weekdays Spots/Week	Rale				
Week: 10/09/06 10/15/06 -T 1	\$250		NM	2	\$700
10 WTAI 10/11/06 10/13/06 Dr. Phil, becomes Ra	10-11am	:30	NW	Z	<b>\$100</b>
Start Date End Date Weekdays Spots/Week	<u>Raie</u> \$350				
Week: 10/09/06 10/15/06W-F 2	6-6:30pm	:30	NM	2	\$1,800
11 WTAI 10/11/08 10/13/06 6-6:30pm News Short Date Find Date Weekdays Spots/Week	Rate				
Start Charles	\$900				****
Week: IWOSIOO TOTOTO	11:30pm-12Midnigl	:30	MM	1	\$500
12 WTAI 10/15/06 10/15/06 Action Sports Sunday Start Date End Date Weekdays Spots/Week	Rate				
Week 10/09/06 10/15/065 1	\$500	:30	NM	1	\$200
13 WTAI 10/15/06 10/15/06 Alias Sunday late fr	12mldnight-1am	:30		•	
Start Dale End Date Weekdays Spots/Week	<u>Rate</u> \$200				
Week: 10/09/06 10/13/00	5:30-6em	:30	ИМ	1	\$300
14 WTAI 10/16/06 10/16/06 5:30-6am News	9.00°00111				

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WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

	CONTRACTOR	All. Order# 07379672
Advertiser Democratic Senatorial C	Product a DSCC-2006-PA	Est.#
Contract Dates 10/10/06	Original Date / Revision 08/17/06 / 08/25/	

	Spots	1	Tota	
	Start/End Time Weekdays Length Week		pots	Dollars
ne Ch Start Date End Date Description	Rate			
Start Date End Date Weekdays Spots/vveek	5300	NM	1	\$200
Cold.	5-5:30am :30	LAME	•	<b>C.</b>
Start Date End Date Weekdays Spots/Week	Rate \$200			
/eek: 10/16/06 10/22/06 N	6-6:30am :30	NM	1	\$500
16 WTAI 10/16/06 10/16/06 6-6:30em News Start Date End Date Weekdays Spots/Week	Rate			
Veek: 10/16/06 End Date Weekdays Spusives. 1	\$500	NM	1	\$500
47 UVTAL10/16/06 10/16/06 Good Morning America	7-9am			
Start Date End Date Weekdays Stots Weekdays	\$500	NM	1	\$300
12 METALLOMENS 10/16/06 Live with Regis & Ke	9-10am :30	(Altri	•	•
Start Date End Date Weektlays Spots/Week	Rate \$300			****
Neek: 10/16/06 10/22/06 M	10-11am :30	NM	1	\$350
19 WTA 10/16/06 10/16/06 Dr. Phil, becomes Ra Start Date End Date Weekdays Spots/Week	Rate			
Neek: 10/16/06 10/22/06 M	\$350 12-12:30pm :30	NM	1	<b>\$350</b>
20 WTAI10/16/06 10/16/06 WTAE Noon News	72-12-30pm Rate			7
Week: 10/15/06 10/22/06 Weekdays Spois/Week	\$350	NM	1	\$900
21 WTAI 10/16/06 10/16/06 8-6:30pm News	9-9:30bm			
Start Date End Date Weekdays Spotsweek	<u>Rale</u> \$900			\$500
Week. 10 1005	11:35pm-1205am :30	MM	1	4000
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$500			
Week: 10/16/06 10/22/06 M		Totals	35	\$14,375

ime Period	# of Spots	Gross Dollars	Net Dollars
9/25/06 -10/16/06	35	\$14,375.00	\$12,218.75
otals	35	\$14,375.00	\$12,218.75
otais			

	Date:	
ignature:		

#### CONTRACT



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

BrabenderCox 100 W Station Sq Drive Suite 315 Pittsburgh, PA 15219

Alt. Order# Contract / Revision . 07385945 201666 Est.# **Product** Advertiser Santorum, Rick/R/Senate SANTORUM/SEN/R Original Date / Revision Contract Dates / 09/14/06 09/14/06 09/18/06-09/24/06 Cash/Trade Billing Cycle Billing Calendar Cash Broadcast EOMEOC Sales Office Account Executive Station Eagle-Philadelp Mary Tricoli WTAE Special Handling Product Code Advertiser Code IDB# SARI

		Spots/	•	Tot	<u>als</u>
	Out/End Time \	Veekdays Length Week	Rate Type S	pots	Dollars
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# EOBCASEY TESTENATE

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то: М.	arc	From: Josh
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PO Box 25311, Pituscurgh, FA 15220
Phone: 412-444-0171
Fex: 412-444-0178

Constitutions or price to the Sch Casey for Campywania Committee are not tex decurations.

Pittshurgh, PA 15214 Fax: (412) 237-4975 11 Television Hill WPXI-TV WPXI

Phone: (412) 237-1132

CONFIRMATION CONTRACT

1

GREAT AMERICAN MEDIA

1010 WISCONSIN AVE WASHINGTON DC 20007

KRISTEN KEULEMAN

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<u></u>	ADVERTIBED			wpxi-tv / pittsburgh	
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Times listed represent programming and/or adjacencies as declared at time of sale,

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We appreciate your business.

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Pittsburgh, PA 15214 Phone: (412) 237-1132 11 Television Hill WPXI-TV

CONFIRMATION CONTRACT

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WASHINGTON DC 20007

KRISTEN KEULEMAN

GREAT AMERICAN MEDIA 1010 WISCONSIN AVE

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Rate projection, product protection and cancellations will follow policies outlined in SRDS, .........

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GREAT AMERICAN MEDIA 1010 WISCONSIN AVE WASHINFTON DC 20007

KRISTEN KEULEMAN

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(Date)

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WPXI-TV

11 Television Hill

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10/17/06 ISS/DCCC

ISS/DCCC

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CONFIRMATION CONTRACT

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GREAT AMERICAN MEDIA

WASHINGTON DC 20007 1010 WISCONSIN AVE

KRISTEN KEULEMAN

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BILLING CALENDA

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TIP- M04244767

Fax: (412) 237-4975 WPXI

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Accepted for Agency/Spousor:

(Date)

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We appreciate your business.

THANK YOU!

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Phone: (412) 237-1132 Fax: (412) 237-4975 Pittsburgh, PA 15214 1) Television Hill WPXI-TV WPXI

CONFIRMATION CONTRACT

GREAT AMERICAN MEDIA 1010 MISCONSIN AVE WASHINGTON DC 20007

KRISTEN KEULEMAN

	ADVINCTION ISS / DCCC	# 25 	WPXI-TV / PITTSBURGH	
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Rate projection, product protection and cancellations will follow policies suttined in SRDS.

Accepted for Agency/Sponsor:

(Signature) I CALTURE AND LIBER TO THE PROPERTY.

THANK YOU!

We appreciate your business.
Not withstanding to whom bills are rendered, Ad shall remain oblinated to pay to station the arnou apacified, and unfill payment in full is received by Service, shall not consitute payment to this station.

(Date)

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THANK YOU!

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Rate protection, product protection and cancellations will follow policies outlined in SRDS.

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(Date)

Accepted for Agency/Sponsor.

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Phone: (412) 237-1132 Pittsburgh, PA 15214 11 Television Hill WPXI-TV

Fax: (412) 237-4975 WPXI

CONFIRMATION CONTRACT

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GREAT IMERICAN MEDIA

MASHINGTON DC 20007 1010 WISCONSIN AVE

KRISTEN KRULEMAN

08/01/06 CONTINUED LINFUT DATE MARIO JARAMILLO/1-18/110/WASHINGTO 2 PITTSBURGH UF- M04244773 0000 PRINTED итя тэмв 8/02/06 12:23P 06230 -CONTRACT NUMBER WPXI-TV STATION/MAKET STANDARD SALESMAN/OFFICE 612 NEW AGIGINEY 27.0 10/16/06 STANDARD BROADCAST ISS/DSCC 2006-PA BITTING CYTANNA 10/10/06 ISS/DSCC SCHEDULE DATES ADVERT I SER PRODUCT

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Rate protection, protect protection and cancellations will follow policies outlined in SRDS.

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(Date)

We appreciate your business.

THANK YOU!

Not withstanding to whom bills are rendered, Advertiser, Agaicy and Service, jointly and severally shall remain-obligated to pay to station the amount of any bills tendered by station. Within the time specific transfer in the fact of station, Payment by Advardered Agency, or to specific the internal in this is received by station. TERMS: NET 13 DAYS

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WPXI-TV WPXI

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				** WP.I.Y. **	7 ** AM NEWS	. 0		10/22/06	# # 디디	HМ	300.00	00
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SCHEDULE LINE

P.

Times listed represent programming and/or adjacendes as decisied at time of sale. Rate protection, graduct protection and cancellations will follow policies outlined in SRDS

Accepted for Agency/Spontor.\_\_

THANK YOU!

Advertigat, Agency and Service, jointly and severally righted the time spanner of the time through the payment by Adventure to Agency or to safelon-ERKIS: NET 13 DAYS Yor withstanding to whom bills are yendered stall remain obligated to pay to station the an specified, and until payment in this worked to pay ment to this with the stall out to this with the stall out to this will be seen to the stall out to t We appreciate your business.

· (Date) (Signature)

Phone: (412) 237-1132 Pittsburgh, PA 15214 11 Television Hill WPXI-TV

CONFIRMATION CONTRACT

I

GREAT AMERICAN MEDIA

WASHINGTON DC 20007 1010 WISCONSIN AVE

KRISTEN KEULEMAN

I

08/01/06 CONTINUED INPUT DATE BALESMANOFICE MARIO JARAMILLO/1-18/110/WASHINGTO N / PITTSBURGH 8/02/06 12:23P 7 00000 PRINTED CONTINCT NOMBER 05932 STATION/MAKET
WPXI - TV THE STANDARD NEW MOENCY STANDARD BROADCAST - 10/30/06 WPXI FIIX: (412) 237-4975 2006 BILLING CALENDAR ISS/DCCC 10/24/06 ISS/DCCC ACTRIDOLA DATES AUVERTIBER

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Times listed represent programming and/or adjacencies as declared at time of sale.

Rate protection, product protection and cancellations will follow policies outlined in SRDS.

Accepted for Agenty/Spunsor.

(Signaturo)-----

THANK YOU!

We appreciate your business.

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(Date)

GEP20/06 13:1: 7 *** WPXI-17 ***		REGIONAL	E SEP20/06 13:13			DAYS : TOTL:
FAX# 215-564-1103	NAME ELISE CLOYD PRSN PH- JAKE MAZE	NATL. LOCAL	DATE			MAGES OF STREET
FAX# 21 561-1206 7: BOTH ADV/AGY CREDIT RISK 1:	BUYER NAME 306 SALES PRSN	CLASS: NATL.	ORDER, INVOICE			
REP: TEL# 215-564-1206 CREDIT ADVISORY: BOTH ORDER WORKSHEET	SERVICES, INC. AVENUE, SUITE	21286 4273631	COMMENTS; (LINE, C WK-1	CO-OP BILLING NEEDS		
	(REV#O) *** ADV. NAME ISSUE ADVERTISING AGY, NAME MENTZER MEDIA SER 600 FAIRMOUNT AVE	TOWSON, MD	EST#489 SEP27/06 F	STATE TAX	JAKE SPTS 11 9/20	
	SADLINE 42 (3634) AIGINAL ORDER (RE) * XX ADV. * 1713 AGY.		PRDCT SOFTER VOICES	AX	TO MARYBETH FR CHUCK FOR NEW ORDER TIL \$16650 S	
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		• ••				09		60		30		09		09		30	
		TIME PERIOD		ADVERTISER CODE		7008-900A	CON COM1: TODAY SHOW	400P-500P	CON COM1: JUDGE JUDY	400P-500P	JUDGE JUDY	700P-730P	4a5	730P-800P	WHEEL	7008-900A	TODAY SHOW
		LINE# : REP : CD:	・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・	YOUGUN	AGENCY	1	CON COMI	c,	CON COM1:	m	CON COM1:	E	CON COM1:	ហ	CON COM1: WHEEL	v	ווווטט אטט

SEP20/06 13:1: REP: TEL# 215-564-1206 CREDIT ADVISORY: BOTH ADV/AGY CREDIT RISK 111 ORDER WORKSHEET

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HEADLINE# 4273631 ORIGINAL ORDER (REV#0) \*\*\*

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	TIME PERIOD	LGTH 1 SEC :	RATIE	START DATE	: END	SPTS: . /WK:	MERK :	DAYS :	SPTS
#					807.0	-	MOM		<b>ત</b>
7	400P-500P	60	\$1,250.00	67/6	7	•			
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00	400P-500P	, 09	91,250.00	12/6	y A	•			
CON COM1	CON COMI: JUDGE JUDY			;		ŗ	70E		<b>.</b>
O)	4002-2004	30	s625.00 -	92/6	9776	4	<b>1</b>		
CON COM	CON COM1: JUDGE JUDY	٠		1	0	•	NOW		-
10	700P-730P	90	\$2,500.00	9/25	62/6	4			
CON COM1:	4 day : 1			,	•		all t		-4
11	730P-800P	90	\$2,500.00	9/26	5 / Y	-1	1		
CON COM1:	1: WHEEL					Ç	JAHOR HUKARKON	16650.00	00
E/06 \$7,97!	\$7,975.00 OCT/06	\$8,675.00				3	TOTAL SPOTS		11

RKET TOTALS \$57,414

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Cash/Trade

### CONTRACT

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WTAE	¥Ţ.
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WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

Towson, MD 21286

Alt. Order# Contract / Revision 07387303 203663 Est.# Product Advertiser SOFTER VOICES/R Softer Voices Original Date / Revision Contract Dates / 09/20/06

Billing Cycle Billing Calendar

09/20/06

Special Handling

notyeto provedo bej Mentzer Media Services 600 Fairmont Ave, Suite 306

Cash Broadcast EOMEOC Sales Office Account Executive Station Eagle-Philadelp Mary Tricoli WTAE

lawejers. Poli 412-244-4669

Product Code Advertiser Code IDB# 6087 1021

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	fairline	Santal		Totals	
	' spet	Spots/	ite Type Spot		ollars
and the Fold Date Description	Start/End Time Weekda	AYU CONSTITUTE	NM	•	\$500
ine Ch Start Date End Date Description	6-6:30am	:30	NM	•	4000
1 WIA USIZZOO OSIZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZ	Rale				
Start Date File Date Trees	\$500		NM	1	\$500
Apple of the	6:30-7am	:30	14141	•	<b>V</b>
2 W A USI 22 US State Meak Spote Meak	Rate	~	i		
Start Date   End Date   Weekgays   Spots Your	\$500		NM	1	\$475
WELLOWING GOOD GOOD MORNING America	7-9am	:30		•	
Start Date Find Date Weekdays Spots/Week	Rate				
Week: 09/18/06 09/24/06 1	\$475	:30	NM	1	\$350
1 NOTALIDAZIONE DOZZZONE Live with Regis & Ke	9-10am		1		
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$350	_			
Week: 09/18/06 09/24/06F 1		1:00	NM	1	\$700
- version normaline Rachel Ray	10-11am		i		
Start Date End Date Weekdays Spois/Week	<u>Rate</u> \$700				
Week: 09/18/06 09/24/06	11am-noon	1:00	NM	1	\$700
6 WTA 09/22/06 09/22/06 The View Spots/Week	Rate				
Start Date Cito Date 1120-121	\$700				\$55
Week: 09/18/05 US/24/00	12-12:30pm	1:00	NM	1	433
W M Cale Mack	Rate		i		
Start Date         End Date         Weekdays         Spots week           Week: 09/18/06         09/24/06        F         1	\$550		NM	1	\$1,80
Troom of the	4-5pm	1:00	1,2100	•	
8 WTAI09/22/06 09/22/06 Oprah Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>					
Week: 09/18/06 09/24/06 1	\$1,800	.00	NM	1	\$90
2 MAZA 100/23/08 00/23/08 Oprah	4-5pm	:30	,		
Start Date End Date Weekdays Spots/Week	<u>Rate</u> S900				
Week: 09/18/06 09/24/06F		1:00	NM	1	\$1,60
E 10 WTAI 09/21/06 09/22/06 5-5:30pm News	5-5:30pm M-F				•
Start Date End Date Weekdays Sports Week	<u>Rate</u> 1 \$1.600				
Week: 09/18/06 09/24/06TF	M-Su 11-11:35pm	1:00	NM	1	\$2,4
E 11 WTA/09/24/06 09/24/06 M-Sun 11pm News Spots/Wes			1		
Start Date End Date Weekdays Story 11 A	1 \$2,400	<del>-</del>			**
Week: 09/10/06 09/24/80	10:30-11:30am	1:00	NM	1	\$1,0
E 12 11 17 USBERTON ChaleMine			1		
San Date Did Date Western	1 \$1,000			1	\$1,0
Meer naugo garage	6-6:30am	1:00	NM	•	41,0
E 13 WIAIUS/25/00 CSZZIII Sante Miss	k <u>Rale</u>		1		
Week: 09/25/06 End Date Weekcays Spices view	1 \$1,000		NM	2	\$2.0
AA Court Courties	6:30-7am	1:00	* mar E	_	¥

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WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

	Contract / Revision 203663 /	Ait. Order # 07387303
Advertiser Softer Voices	Product SOFTER VOICES/R	Est.#
Contract Dates 09/21/06	Original Date / Revision 09/20/06 / 09/20	*=

		Spots/		Tota	als
Line Ch Start Date End Date Description	Start/End Time W	eekdays Length Week	Rate Type S	pots	Dollars
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/25/06 10/01/06 MT 2	\$1,000			_	
15 WTAI09/25/06 09/27/06 6:30-7am news	6:30-7am	:30	NM	1	\$500
Start Date         End Date         Weekdays         Spots/Week           Week: 09/25/06         10/01/06         MTW         1	<u>Rate</u> \$500				
16 WTAI 09/25/06 09/27/06 Good Morning America	7-9am	1:00	MM	2	\$1,900
Start Date End Date Weekdays Spots/Week	<u>Rate</u> S950				
Week Day 2010 TOYO TOYO TO THE W	7-9am	:30	NM	1	\$475
17 WTAI 09/26/06 09/26/06 Good Morning America Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/25/06 10/01/06 -T 1	\$475				
18 WTAI09/25/06 09/26/06 Live with Regis & Ke	9-10am	1:00	NM	1	\$700
Start Date End Date Weekdays Spots/Week	Rate \$700				
Week: 09/25/06 10/01/06 MT 1	10-11am	1:00	NM	2	\$1,400
: 19 WTAI09/25/06 09/26/06 Rachel Ray Start Date End Date Weekdays Spots/Week	Rate				-
Week: 09/25/06 10/01/06 MT 2	\$700				
20 WTAI 09/27/06 09/27/06 Rachel Ray	10-11am	:30	NM	1	\$350
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$3.50				
Week: 09/25/06 10/01/08W 1		1:00	NM	2	\$1,400
: 21 WTA 09/25/06 09/27/06 The View Start Date End Date Weekdays Spots/Week	11am-noon Rate	1.00		_	<b>4.,</b>
Week: 09/25/06 10/01/06 M-W 2	\$700		·		
22 WTAI 09/26/06 09/26/06 The View	11am-noon	:30	NM	1	\$350
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$350		1		
Week: 09/25/06 10/01/06 -T 1		:30	NM	1	\$275
E 23 WTAI 09/25/06 09/26/06 WTAE Noon News Start Date End Date Weekdays Spots/Week	12-12:30pm Rate				•
Start Date End Date Weekdays Spots/Week Week: 09/25/06 10/01/06 MT 1	\$275				
= 24 WTAI09/26/06 09/27/06 Oprah	4-5pm	1:00	NM	2	\$3,600
Start Date End Date Weekdays Spots/Week	Rate	•			
Week: 09/25/08 10/01/06 -TV 2		:30	NM	1	\$900
E 25 WTAI 09/25/06 09/25/06 Oprah Start Date End Date Weekdays Spots/Week	4-5pm Rate	.30	1,111	•	4555
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/25/06 10/01/06 M 1	\$900				
= 26 WTAI 09/25/06 09/26/06 5-6pm News M-F	5-6pm	:30	NM	1	\$800
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/25/06 10/01/06 MT 1	\$800	1:00	NM	1	\$2,400
E 27 WTAI 09/25/06 09/26/06 M-Sun 11pm News Start Date End Date Weekdays Spots/Week	M-Su 11-11:35pm Rate	1:00	1404	•	32,700
Start Date End Date Weekdays Spois/Week Week: 09/25/06 10/01/06 MT 1					
tanne adda a			Totals	32	\$29,525

Time Period	# of Spots	Gross Dollars	Net Dollars
08/28/06 -09/24/06	12	\$11,475.00	\$9,753.75
)9/25/06 -09/27/06	20	\$18,050.00	\$15,342.50
Totals	32	\$29,525.00	\$25,096.25

(Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bits are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the arround of any bits rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or payment in full is received by station. Payment by advertiser to agency or to service, within the above terms and conditions. Four works advance canonication notice to required unless otherwise specified.

### CONTRACT

WTAETV nv. thepitisburghchannel.com

WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

RACI				
	Contract / Rev 193519	vision I	Alt. Order# 07379672	
<u>Advertiser</u> Democratic Senatorial Ca	Product DSCC-2006-1	PA	Est.#	
Contract Dates 10/10/06-10/16/06	Original Date 08/17/06		26	
	Rilling Cycle EOM/EOC	Billing Cal Broadcasi		<u>Cash/Trade</u> Ca <b>s</b> h
	Station WTAE	Account E Mary Tric		Sales Office Eagle-Philadelp
	Special Han	dling		
	IDB#	Advertise DSCC	r Code	Product Code

		Spots/	_	Total	•
	Start/End Time Weekdays	Length Week	Rate Type Spo		Dollars \$900
Line Ch Start Date End Date Description	5:30-6am	:30	NM	3	\$900
1 W A TO TOTO TO TOTAL CONTRANTON	Rate				
Week 10/09/06 10/15/06 -TW-F 3	\$300	:30	NM	3	\$600
2 WTA 10/10/06 10/13/06 5-5:30am news	5-5:30am Rate				
Start Date End Date Heart	\$200		NM	3	\$1,500
10/13/06 B-6:30am News	5-6:30am	:30	,		• ••
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$500			_	\$1,500
Week: 10/09/06 To 13/09	11:35pm-1205am	:30	NM	3	31,500
4 WTAI 10/10/06 10/13/06 Nightline Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/09/06 10/15/06 -T-TF 3	\$500	:30	NM	2	\$1,000
5 WTAI 10/10/06 10/12/06 Good Morning America	7-9am Rate		i		
Start Date End Date Weekdays Spots/Week Week: 10/09/06 10/15/06 -T-T 2	\$500		NM	2	\$600
TOTAL FOLLOWIS 10/12/06 Live with Regis & Ko	9-10am	:30		_	
Start Date End Date Weekdays SootsWeek	<u>Rale</u> \$300				~~~
Week: 10/09/06 Tot love	12-12:30pm	:30	NM	2	\$700
The Date End Date Weekdays SpotsWeek	Rate				
Week 10/09/06 10/15/06 -T-T 2	\$350	:30	NM	1	\$225
E 8 WTAI 10/10/06 10/10/06 Access Hollywood  End Date Weekdays Spots/Week	12:30-1pm Rate				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/09/06 10/15/06 -T 1	\$225		NM	1	\$250
O WTAL10/10/06 10/10/06 ABC Soaps Rotator	M-F 1-4pm	:30	1	•	
Start Date End Date Weekdays Spots Week	<u>Rate</u> \$250			_	6700
Week: 1009/00 1019/00	10-11am	:30	NM	2	\$700
Shet Dala Ford Date Weekdays Spots/Week	Rate		1		
Week: 10/09/06 10/15/06 -W-F 2	S350	:30	NM	2	\$1,800
11 WTAI 10/11/06 10/13/06 6-6:30pm News  12 Spots/Week	6-6:30pm Ra <u>le</u>		l l		
<u>Start Date</u> <u>End Date</u> <u>Weskdays</u> <u>Spots/Week</u> Week: 10/09/06 10/15/06W-F 2	\$900		NM	1	\$500
10/15/06 Action Sports Sunday	11:30pm-12Midnigl	:30	1000	•	•
Start Date End Date Weekdays Spots/Weak	<u>Rate</u> \$500				****
Week 10/09/06 10/13/05	12midnight-1am	:30	MM	1	\$200
13 WTA 10/15/06 10/15/06 Alias Sunday late fr Start Date End Date Weekdays Spots/Week	Rate				
Waek: 10/09/06 10/15/065 1	\$200 5:30 Gem	:30	NM	1	\$300
14 WTAI 10/16/06 10/16/06 5:30-6am News	9:30 pam	-			

(Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station will not be bound by conditions, privated or payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Payment by advertiser to agency or to service or payment by advertiser by advertiser to agency or to service or payment in full is received by station. Payment by advertiser to agency or to service or payment by advertiser to agency or to service or payment by advertiser to agency or to service or payment by advertiser to agency or to service or payment by advertiser to agency and service.



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

	Contract / Revision 193519 /	Alt. Order # 07379672
Advertiser Democratic Senatorial Ca	Product DSCC-2006-PA	Est.#
Contract Dates 10/10/06	Original Date / Revision 08/17/06 / 08/25/	-

	•	Spats/		Tot	als
Line Ch Start Date End Date Description	Start/End Time Weel	kdays Length Week	Rate Type S	Spots	Dollars
Start Date         End Date         Weekdays         Spots/Week           Week: 10/16/06         10/22/06         M         1	<u>Rate</u> \$300				
15 WTA 10/16/06 10/16/06 5-5:30am news  Start Date End Date Weekdays Spots/Week Week: 10/16/06 10/22/06 N 1	5-5:30am <u>Rate</u> \$200	:30	NM	1	\$200
16 WTAI 10/16/06 10/16/06 6-6:30am News  Start Date End Date Weekdays Spots/Week  Week: 10/16/06 10/22/08 M————————————————————————————————————	6-6:30am <u>Rate</u> \$500	:30	MM	1	\$500
17 WTAI 10/16/06 10/16/06 Good Moming America  Start Date End Date Weekdays Spots/Week  Week: 10/16/06 10/22/06 M 1	7-9am <u>Rate</u> \$500	:30	NM	1	\$500
18 WTAI 10/16/06 10/16/06 Live with Regis & Ke  Start Date End Date Weekdays Spots/Week  Week: 10/16/06 10/22/06 N	9-10am <u>Rate</u> \$300	:30	ММ	1	\$300
19 WTAI 10/16/06 10/16/06 Dr. Phil, becomes Ra <u>Start Date</u> End Date Weekdays Spots/Week Week: 10/16/06 10/22/06 M————————————————————————————————————	10-11am <u>Rate</u> S350	:30	NM	1	\$350
20 WTAI10/16/06 10/16/06 WTAE Noon News  Start Date End Date Weekdays Spots/Week  Week: 10/16/06 10/22/06 M 1	12-12:30pm <u>Rate</u> \$350	:30	NM	1	. <b>\$350</b> **
21 WTAI 10/16/06 10/16/06 6-5:30pm News <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/16/06 10/22/08 M 1	6-5:30pm <u>Rate</u> \$900	:30	NM	1	\$900
22 WTAI 10/16/06 10/16/06 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/16/06 10/22/06 H 1	11:35pm-1205am <u>Rate</u> \$500	:30	NM	1	\$500
			Totals	35	\$14,375

Time Period	# of Spots	# of Spots Gross Dollars		
09/25/06 -10/16/06	35	\$14,375.00	\$12,218.7	
Totals	35	\$14,375.00	\$12,218.7	

Signature: _		Date:	
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### CONTRACT

WTAETV TTEBUREH ww.thepittsburghchannel.com

WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

und:

**BrabenderCox** 100 W Station Sq Drive Suite 315 Pittsburgh, PA 15219

Contract / Revision . Alt. Order# 07385945 201666 1 Est.# Product Advertiser Santorum, Rick/R/Senate SANTORUM/SEN/R Original Date / Revision Contract Dates 09/14/06 / 09/14/06 09/18/06-09/24/06 Billing Cycle Billing Calendar Cash/Trade Cash EOMEOC Broadcast Sales Office Account Executive Station Eagle-Philadelph Mary Tricoll WTAE Special Handling Product Code Advertiser Code IDB#

SARI

		Spots/		Total	s
			Rate Type Sp		Dollars
Line Ch Start Date End Date Description	Start/End Time Weekdays Le	ngth week		2	\$1,000
E 1 WTAI 9/18/2006 9/22/2006 6-6:30am News	6-6:30am	:30	NM	2	\$1,000
Start Date End Date Weekdays Spots/Week	Rale		1		
Week: 9/18/2006 9/24/2006 MTWTF 2	\$500		\n.	3	\$1,500
E 2 WTAI9/18/2006 9/22/2006 8:30-7am news	6:30-7am	:30	NM	3	91,000
Start Date End Date Weekdays Spots/Week	Rate				
Week: 9/18/2006 9/24/2006 MTWTF 3	\$500		NM	3	\$1,350
America Control Morning America	7-9am	:30	Letter	•	41,000
Shat Date Find Date Weekdays Spots/Week	Rate				
Week 9/18/2006 9/24/2006 NTWTF 3	\$450		NM	2	\$900
5 4 W/TAIG/18/2008 9/22/2006 Live with Regis & Ke	9-10am	:30	1,2101	-	0000
Start Date End Date Weekdays Soots/Week	<u>Rate</u> \$450				
Week: 9/18/2006 9/24/2006 NTWTF 2		:30	NM	2	\$900
E 5 WTAI9/18/2006 9/22/2006 WTAE Noon Naws	12-12:30pm	200	,	_	
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$450		l		
Week: 9/18/2006 9/24/2006 MTWTF 2		:30	NM	3	\$2,700
E 6 WTAI 9/18/2006 9/22/2006 5-5:30pm News	5-5:30pm M-F				
Start Date End Date Weekdays Spois/Week	<u>Rate</u> \$900				
Week: 9/18/2006 9/24/2006 MTWTF- 3		:30	NM	2	\$1,800
E 7 WTAI 9/18/2006 9/22/2006 5:30-6pm News	5:30-6pm M-F				
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$900				
Week: 9/18/2006 9/24/2008 MIWIT	6-6:30om	:30	NM	2	\$2,000
E 8 WTA19/18/2006 9/22/2006 6-6:30pm News	Rate		i	•	
Statt Cate Line Date	\$1.000				
Week a luzued	11:35pm-1205am	:30	NM	2	\$1,100
E 9 WTA19/18/2006 9/22/2006 Nightline Start Date Ford Date Weekdays Spots/Week	Rate				
State Property Transfer of the Property of the	\$550				
WEEK. 21 (072500 - 1717)	M-Su 11-11:35pm	:30	NM	4	\$5,600
E IV IVIVER I E E E	Rate				
Week: 9/18/2006	\$1,400				
Week. 3 lorzood BZ	Steelers Prime	:30	MM	1	\$2,000
E 11 WTAI 9/18/2006 9/18/2006 Sleelers Prime Time Start Date End Date Weekdays Soots/Week	Rate				
Week: 9/18/2006 9/24/2006 M 1	\$2,000				
VIEGO & IG. 2000	8:30pm - 11:30pm	:30	NM	1	\$17,000
Chet Date End Date Weekdays SpotsWeek	Rate				
	\$17,000				
	330pm-7pm PSU v	:30	NM	1	\$1,500
E 13 WTA/9/23/2006 9/23/2006 ABC College Football Start Date End Date Weekdays Spots/Week	Rale				
Week: 9/18/2006 9/24/2006S- 1	\$1,500				
			Totals	28	\$39,350

(Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station, within the time specified and until payment in full is received by station. Poyment by advertiser to agency or its service or payment by agency in service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the place terms and conditions. Four weeks advance cancellation notice is required unless otherwise.

9/14/2006

Page 2 of 2

contract Agreement Belwech: WTAETV ww.thepitisburghchannel.com

WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412) 242-4300

·	Contract / Revision 201666 /	Alt. Order # 07385945
Advertiser Santorum, Rick/R/Senate	Product SANTORUM/SEN/R	Est. #
Contract Dates 9/18/2006	Original Date / Revision 09/14/06 / 09/14/0	6

**Print Date** 

Line Ch Start Date	End Date De	escription	Start/End Ti	me Weekdays Length	Spots/ Week	To Rate Type Spots	<u>tals</u> Dollars
lime Period	# of Spots	Gross Dollars	Net Dollars				
)8/28/06 -09/24/06	28	\$39,350.00	\$33,447.50				
Fotals	28	\$39,350.00	\$33,447.50			•	
<b></b>			<b></b>				
Signature:			Dat	B:			

# **KDKA-TV**

CONTRACT NO. REV. 1201-26465-2 DATE PRINTED 7/26/06

ONE GATEWAY CENTER, .	PITTSBURGE FA 15222 KDEA-TV	PAGE 1
AGENCY (OR SERVICE) ACTING AS AGENT FOR 1654	65 ADVERTISER (OR AGENCY AND ADVERTISEH) DEHOCRATIC SENATORIAL CAMPAIGN	Cancellation Notice  Required
ME GREAT AMERICAN MEDIA 1010 WISCONSIN AVENUE, NW	120 MARYLAND AVENUE	Announcement 28 days
D SUITE 800 DRESS WASHINGTON DC 20007	WASHINGTON DC 20002	prior notice
A2U A2U	PRODUCTDSCC.	
ONTACT  ICAL  IONNIE STETZ  AGENCY EST. NO.	PRODUCT 1310 CODE	1

_	LONNIE	STETZ	~ d	AGENCY E	31.10.		CODE			_	
SPE	RSON		<del></del>								
DNA SPE	L RSDK			122 (05 A	NO ENDIN	IG 11	/7/06 NO.	WEEKS: 2	TOTAL		
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(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Concerns on the revues of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Adventiser, except no commission will be aboved an Advertiser. AS AGENT FOR (ADVERTISER) ACCEPTED BY AGENCY.



# **KDKA-TV**

CONTRACT NO. REV. 1201-26465-2 DATE PRINTED 7/26/06

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

PAGE AND ADVERTISER (OR AGENCY AND ADVERTISER) AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 Cancellation Notice DEHOCRATIC SENATORIAL CAMPAIGN GREAT AMERICAN HEDIA Required ME 120 MARYLAND AVENUE 1010 WISCONSIN AVENUE, NW Announcement 28 days D SULTE BOO prior notice WASHINGTON · DC 20002 **IDRESS** DC 20007 WASHINGTON USA USA PRODUCTOSCC. ONTACT PRODUCT 1310 AGENCY EST. NO. LONNIE STETZ ICAL. LESPERSON

NTION							WEEKS: 2	•		
ROA	ERSON DCAST SCHEDU	LE STA	RTING 1	31/06 AN	D ENDING	11///06 140.	VLUW.	TOTAL		TOTAL VALUE(1)
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14	11011	3	ı	06:00P	305	10/31/06-11/03/06 11/06/06-11/05/06	530-6PR N2MS	4	625.00	2560.80
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16	11111		06:38	9 07:00P	305	10/31/06-11/03/04 11/06/06-11/06/04	H-F 630PK NEWS	5	850.00	4250.0D
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	251		1 09:	1010			the revenue of this page and any electrone	nts hereto are	an integral	

(1) Less Agency commission of 15% Except on Non-Commissionable America. Constitions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advantage, relaterness to Agency apply to Advantage, except no commission will be altered on Advantage.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

According to accepted industry standards, this instrument even though not signed by ony of the above-named periods in the space provided above constitutes a valid and binding contract among such parties and, all announcements above between the pre-named periods in the space provided above the above named periods in the space provided above the above named periods in the space provided above the above named periods in the space provided above.





# **KDKA-TV**

ONE GATEWAY CENTER, . FITTSBURGH PA 15222

KDKA-TV

CONTRACT NO. REV. 1201-26465-2 DATE PRINTED 7/26/06

PAGE 3 AND ADVERTISER (OR AGENCY AND ADVERTISER) Cancellation Notice AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 DEMOCRATIC SENATORIAL CAMPAIGN Required GREAT AMERICAN MEDIA 120 MARYLAND AVENUE ME Announcement 28 days 1010 MISCONSIN AVENUE, NW D prior notice SUITE 800 DC 20002 **Washington** DC 20007 IDRESS Washington PRODUCTOSCC. DNTACT PRODUCT CODE 1310 AGENCY EST. NO. LORNIE STETZ ICAL LESPERSON

TON	<u> </u>									-	
LESP	RSON CAST SCHEDU	ESTA	RTING	10/31	1/06 AN	D ENDING	11/7/06 NO.	WEEKS: 2	TOTAL		was seen
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(1) Less Agency commission of 15% Except on New Commissionable Assessed. Conditions on the reverse of this page and any practiments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except or unumbed on will be offered as Advertiser. AS AGENT FOR (ADVETTISER) ACCEPTED BY AGENCY

TITLEVISION STATIONS

#### AGREEMENT MADE BETWEEN

# KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

CONTRACT NO. REV. 1201-26465-2 DATE PRINTED

p. 5

7/26/06

4 PAGE AND ADVERTISER (OR AGENCY AND ADVERTISER) AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 **Cancellation Notice** DEMOCRATIC SENATORIAL CAMPAIGN GREAT AHERICAN KEDIA Required VF. 120 MARYLAND AVENUE 1010 WISCONSIN AVENUE, NA Announcement 28 days SUITE 800 DC 20002 prior notice Washington DRESS DC 20007 WASHINGTON TISA. PRODUCTOSCC. INTACT PRODUCT 1310 AGENCY EST. NO. LONNIE STETZ CAL LESPERSON CODE

ITIONAL LESPERSON ROADCAST SCHEDULE STARTING 10/31/06 AND ENDING 11/7/06 NO. WEEKS: 2 TOTAL BDCST. TOTAL VALUE(1) UNIT RATE SPOTS PWK. EFFECTIVE DATES PROGRAMS LENGTH то FROM DAYS 93335.00 94 **Total Contract:** 

(1) Less Agency commission of 15% Except on Non-Commissionable Assouris. Conditions on the page and any attachments horizoners are integral part of the Agracment. If this contract is with an Advantage, references to Agency apply to Advantage, except no commission will be allowed an Advantage.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)





# KDKA-TV

KDKA-TV

CONTRACT NO. REV. 1201-26463-2 DATE PRINTED 7/26/06

ONE GATEWAY CENTER, . PITTSBURGE PA 15222 PAGE AND ADVERTISER (OR AGENCY AND ADVERTISER) Cancelization Notice AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 DEMOCRATIC SENATORIAL CAMPAIGN Berlupas GREAT AMERICAN MEDIA 120 MARYLAND AVENUE Announcement 28 days ME 1010 WISCONSIN AVENUE, NW prior notice D DC 20002 SUITE 800 WASHINGTON DC 20007 DRESS WASHINGTON TISA PRODUCTOSCC. 1310 INTACT PRODUCT AGENCY EST. NO. CODE LONNIE STETZ CAL LESPERSON ROADCAST SCHEDULE STARTING 10/24/06 AND ENDING 10/30/06 NO. WEEKS: 1 TOTAL VALUE(1) UNIT MATE ROCST PROGRAMS EFFECTIVE DATES SPOTS LENGTH m FROM PV/K. DAYS PURLIC PILE. TEM AND PUT L TO THE PARTY OF TH INVOICE PAID, PRO PAID FOR BY DECC. 680.00 170.00 THIS MORNING 5-6AM 10/24/06-10/26/04 05:58A 105 05:003 10/30/06-10/30/04 11110... 1535.00 215.00 THE EARLY SHOW 10/24/06-10/27/00 308

400:00 07:0DA 10/36/06-10/30/06 21222.. 2 1400.00 350.00 THIS MORNING 6-7AM 10/24/06-10/26/04 305 07:007 D5:58X 10/30/06-10/30/06 11110... 460.00 115.00 10/24/06-10/27/00 309 10:00A 09:30 10/30/05-10/30/00 111.1.. 345.00 115.00 10/24/06-10/26/00 305 49:30% 180:20 20/30/06-20/30/06 11.1... 1350.00 450.00 3 NOON NEWS 10/25/06-10/27/06 308 12:30P 11:58A 10/30/06-10/30/06 10101 .. 1155.00 385.00 3 PRICE IS RIGHT 18/35/06-10/27/00 309 11:573 10:57% 10/30/06-10/30/06 10101.. 325.00 325.00 CAS SUN HORN 10/29/06-10/29/04 368 10:257 Q6:58A 680.00 Su 340.00 CHS SOAPS 10/26/06-10/30/04 305 04:00P 12:30P 10010.. 1500.00 375.00 430-5PK MEHS 10/24/06-10/27/04 05:007 305 04:30P 10/30/06-10/30/00 11101.. 10 1500.00 375.00 4-430PM NEWS 10/25/86-10/27/00 305 04:302 10111..

(1) Lass Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on an are awards of the page and any attachments hereto are an integral part of this Agreement. If this contract is with an Adventiser, relarmoses to Agency apply to Advertiser, except no commission will be allowed an Adventiser.

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AS AGENT FOR (ADVERTISER) ACCEPTED BY AGENCY

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### AGREEMENT MADE BETWEEN

# KDKA-TV

p. 7 CONTRACT NO. REV. 1201-26463-2 DATE PRINTED 7/26/06

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222 PAGE 2 AND ADVERTISER (OR AGENCY AND ADVERTISER) AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 **Cancellation Notice** DEMOCRATIC SENATORIAL CAMPAIGN Required GREAT AMERICAN MEDIA 120 MARYLAND AVENUE 1010 WISCONSIN AVENUE, NW Announcement 28 days SUITE 800 DC 20002 prior notice WASHINGTON DC 20007 DRESS WASHINGTON USA OSA PRODUCTOSCC. NTACT PRODUCT AGENCY EST. NO. LONNIE STETZ

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(1) Less Agency commission of 15% Except on Non-Lixumbalanable Ameunts. Constitute on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertises, references to Agency apply to Adventsor, except no commission will be altowed an Advertiser.

AS AGENT FOR (ADVERTISER) ACCEPTED BY AGENCY





KDKA-TV

CONTRACT NO. REV. 1201-26463-2 DATE PRINTED 7/26/06

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ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

PAGE 3

AND ADVERTISER (OR AGENCY AND ADVERTISER) **Cancelistion Notice** AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 DENOCRATIC. SENATORIAL CAMPAIGN Required GREAT AMERICAN MEDIA 120 MARYLAND AVENUE #E Announcement 28 days 1010 WISCONSIN AVENUE, NW prior notice SUITE 800 DC 20002 Washington DC 20007 DRESS WASHINGTON Aau PRODUCTOSCC. INTACT PRODUCT AGENCY EST. NO. LONNIE STETZ CAL LESPERSON

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(1) Lass Agency commission of 15% Except on Non-Commissionable Assessment. Conditions on the reverse of this page and any stachments horsto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no cours dealer will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)





GREAT AMERICAN MEDIA

SUITE 800

Washington

1010 WISCONSIN AVENUE, NH

DC 20007

AGENCY EST. HO.

### AGREEMENT MADE BETWEEN

# KDKA-TV

ONE GATEMAY CENTER, . PITTSBURGE PA 15222

KDKA-TV

1201-26462-2 DATE PRINTED 7/26/06

PAGE AND ADVERTISER (OR AGENCY AND ADVERTISER) **Cancellation Notice** AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 DEMOCRATIC STRATORIAL CAMPAIGN Required 120 MARYLAND AVENUE Announcement 28 days DC 20002 prior notice WASHINGTON **KRU** PRODUCTOSCC. PRODUCT

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AS AGENT FOR (ADVERTISER)

ACCEPTED BY AGENCY

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### AGREEMENT MADE BETWEEN

## KDKA-TV

CONTRACT NO. REV. 1201-26462-2 DATE PRINTED 7/26/06

ONE GATEMAY CENTER, . PITTSBURGE PA 15222

KDKA-TV

2 PAGE AND ADVERTISER (OR AGENCY AND ADVERTISER) **Cancellation Notice** AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 DEMOCRATIC SENATORIAL CAMPAIGN Required GREAT AMERICAN HEDIA 120 MARYLAND AVENUE IAME 1010 WISCONSIN AVENUE, NW Announcement 28 days SUITE 800 DC 20002 prior notice WASHINGTON DC 20007 WASHINGTON **IDDRESS** USA PRODUCTOSCC. CONTACT 1310 PRODUCT AGENCY EST. NO. LONNIE STETZ CODE LOCAL

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(1) Less Agency commission of 15% Except on Non-Contents foneble Amounts. Conditions on the reverse of this page and any attachments hareto are an integral port of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be aboved on Advertiser.

ACCEPTED BY STATION AS AGENT FOR (ADVERTIGER) ACCEPTED BY AGENCY

According to accepted industry standards, this instrument even though not signed by any of the above-named parties in the epace provided above constitutes a valid and blading contract among such parties and, all any oursements shown hereon are subject to preemption by advertiser's paying higher rates

CONTRACT NO. REV.





### AGREEMENT MADE BETWEEN

## KDKA-T

ONE GATENAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

1201-26462-2 DATE PRINTED 7/26/06

3 PAGE AND ADVERTISER (OR AGENCY AND ADVERTISER) AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 **Cancellation Notice** DEMOCRATIC SENATORIAL CAMPAIGN: Required GREAT AMERICAN MEDIA 120 HARYLAND AVENUE 1010 WISCONSIN AVENUE, NW Announcement 28 days SUITE 800 prior notice DC 20002 **Washington** DC 20007 **UDDRESS** WASHINGTON

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CONTACT LONNIE STETZ LOCAL SALESPERSON

AGENCY EST. NO.

PRODUCTOSCC.

PRODUCT 1310 CODE

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(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the overso of this page and any attachments hereto are an in-port of this Agreement. If this contract is with an Adventiser, references to Agency apply to Advertiser, except no commission will be allowed an Adventiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION





SDITE 800

Washington

LONNIE STETZ

#### AGREEMENT MADE BETWEEN

DC 20007

AGENCY EST. NO.

# KDKA-TV

OME GATEWAY CENTER, . PITTSBURGH PA 15222

CONTRACT NO. REV. 1201-25460-2 DATE PRINTED 7/26/06

**Cancellation Notice** 

PAGE 1

Required

KDKA-TV

AND ADVERTISER (OR AGENCY AND ADVERTISER) AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 DEMOCRATIC SENATORIAL CAMPAIGN GREAT AMERICAN MEDIA 120 HARYLAND AVENUE 1010 WISCONSIN AVENUE, NW

Washington

DC 20002

PRODUCTDSCC.

PRODUCT 1310

prior notice

Announcement 28 days

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(1) Loss Agency commission of 15% Except on Nort-Commissionable Amounts. Conditions on the reverse of this page and any extensions remove use on part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser. AS AGENT FOR (ADVERTISER) ACCEPTED BY AGENCY

According to accepted industry standards, this instrument even though not signed by any of the above-named parties in the space provided above constitutes a valid and binding contract arrang such parties and, all announcements shown hereon are subject to prescription by subvertisers paying



1010 WISCORSIN AVENUE, NW

SUITE 800

WASEINGTON

LONNIE STETZ

### AGREEMENT MADE BETWEEN

# **KDKA-TV**

ONE GATERAY CENTER, . PITTSEURGH PA 15222

KDXA-TV

CONTRACT NO. REV. 1201-26460-2 DATE PRINTED 7/26/06

**Cancellation Notice** 

Announcement 28 days

PAGE 2

Required

prior notice

ADVERTISER (OR AGENCY AND ADVERTISER)

AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 GREAT AMERICAN MEDIA

AGENCY EST. NO.

DEMOCRATIC SENATORIAL CAMPAIGN

120 MARYLAND AVENUE

HASHINGTON DC 20007

DC 20002

PRODUCTOSCC.

PRODUCT 1310

PESS

NTACT

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(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any absolute of the hards are any part of this Agreement. If this control is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser. AS AGENT FOR (ADVERTISER) ACCEPTED BY AGENCY





# KDKA-TV

CONTRACT NO. REV. 1201-26460-2 DATE PRINTED 7/26/06

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

PAGE 3 AND ADVERTISER (OR AGENCY AND ADVERTISER) Cancellation Notice AGENCY (OR SERVICE) ACTING AS AGENT FOR 165465 DEMOCRATIC SENATORIAL CAMPAIGN Required GREAT AMERICAN HEDIA 120 MARYLAND AVENUE Announcement 28 days 1010 WISCONSIN AVENUE, NW prior notice SUITE 800 DC 20002 Washington DC 20007 DRESS **WASHINGTON A**2U PRODUCTOSCC. INTACT PRODUCT 1310 AGENCY EST. NO. LONNIE STETZ CAL LESPERSON

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(1) Less Agency commission of 15%. Except on Non-Commissionable Ameunts. Conditions on the caverse of this page and any attachments hereto see an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be advertised.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

STATION	<u>PROGRAM</u>	CANDIDATE RATE	ISSUE RATE
WPXI-TV	TODAY SHOW JEOPARDY WHEEL JUDGE JUDY	\$300.00 \$700.00 \$750.00 \$425.00	\$550.00 \$1,250.00 \$1,250.00 \$625.00
WTAE	6AM NEWS 630AM NEWS GMA REGIS THE VIEW NOON NEWS OPRAH 5P NEWS 11P NEWS	\$225.00 \$225.00 \$200.00 \$225.00 \$200.00 \$175.00 \$400.00 \$500.00 \$800.00	\$500.00 \$500.00 \$475.00 \$350.00 \$350.00 \$225.00 \$900.00 \$800.00 \$1,200.00